

May, 1939

*The*  
Kentucky Press

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Kentucky Newspapers

*June, 1939*

Volume Ten Number Twelve

## Profit And Entertainment Feature Cumberland Falls Summer Meeting

Seventy-five editors and their families gathered at Dupont Lodge at beautiful Cumberland Falls for the mid-summer meeting of the KPA on June 22-24. The morning sessions were devoted to shop-talks and inspiring addresses while the afternoons and evenings were "play-times."

The opening session, Thursday evening, saw the gathering of the clan, registration, luncheon, bridge, and just general good fellowship.

The business session was opened Friday morning by President Thomas C. Underwood with a speech of welcome by Russell Dyche who represented the mountain area and the newspapers. Gracean Pedley responded in an informal address followed by President Underwood's annual address on "growing up with the KPA."

Joe T. Lovett, state commander of the American Legion, gave a short discussion on "The Constitutional Amendment for Blind Aid" and urged every newspaper to support this worthy project and to cooperate in a campaign of "education" so that the citizenry would understand its import and benefits.

Secretary J. Curtis Alcock gave a short address on the growth and finances of the Association, followed by a brief discussion of Kentucky's tourist possibilities by Eugene Stuart, secretary of the Louisville AAA.

Carl B. Wachs, secretary of the Kentucky Municipal League, Lexington, was introduced and gave a splendid address on "Municipal Problems" and the relationship, duties, and cooperation between the newspapers and the municipal problems in their several cities.

The greatest worry of the municipalities, Mr. Wachs said, is revenue. He said, in effect, that the cities were bearing the heavy tax burden, while the "satellites" — communities adjacent — reaped all the benefits of their location without "anteing up"—and there ought to be a law.

### *Home Rule Is Advocated*

Furthermore, he continued, the State should divide up with the municipalities some of the taxes it collects, for instance, the gasoline tax, and such a division should not encourage the State to believe it deserves a hand in local control.

"In developing the use of State - collected revenues," Mr. Wachs said, "we should definitely safeguard the principles of local self determination. Home rule in no way impairs supremacy of the State, which is and should remain supreme in all matters of local concern."

While the responsibility of the city grows, the system of financing contracts, Mr. Wachs said. Taxation of real property is the keystone of municipal financing, he continued, adding that within the last ten years there has been a tremendous decline in the assessments upon which the tax levy is based. The growth of values in the areas surrounding the city itself and this growth in values is largely the result of municipal improvements paid for by taxes collected in the city proper, he asserted.

The hope for additional revenue lies within the development of a system of State-administered, but locally shared taxes, the speaker said. "A Kentucky city cannot levy a gasoline tax, but there is no sound reason why a part of the cost of maintaining the city streets cannot be paid out of proceeds of the State-administered gasoline tax," he said.

Elphasizing the necessity for "home rule," Mr. Wachs said home rule means the right to manage local affair slocally and that the State should not enter the sphere of local government by detailing statutory regulations which impair local autonomy.

"These hindrances to efficient city government are not the work of any one Legislature and the Kentucky Municipal League is not crusading against State government or its administrators; it is opposed to the principle of remote control of purely local matters," he added.

### *Munford Gives Report*

Tyler Munford, Morganfield, chairman of the legislative committee, said the program called for an attempt to restore the original plan of advertising sheriff's sales — putting an advertisement in four consecutive issues of the local newspaper, and a plan to foster legislation for libel laws and for a model publicity law.

Al Thompson, Paris, invited the group to Paris in September to celebrate the 150th anniversary of the founding of

Bourbon County. Presentation of the prizes in the newspaper contests followed.

Friday afternoon was devoted to one's own inclination in visiting the Falls and other beauty spots. Many took advantage of the enticing waters and donned their swimming suits for the "coolest spot in the hills."

Speakers at the banquet were Judge H. H. Tye, Williamsburg, who discussed mountain lore, and Tom Gallagher, president of the Corbin Chamber of Commerce, who traced the development of the Cumberland Falls' State Park.

The dance that followed was given by the Chamber of Commerce and the Times-Tribune of Corbin.

### *Roundtables On Saturday*

Saturday morning's program consisted of a series of round-tables on shop-talk. Harold A. Browning, Whitley Republican, Williamsburg, gave an interesting discussion on the value of pictures in the news and explained how the hobby can be an asset instead of a liability through the sales of prints, etc. Frank C. Bell, Trimble Democrat, Bedford, explained the use of the small engraving plant for country newspapers which can be installed at low cost and can be operated by the office force after little instruction.

Edward J. Paxton, Jr., Paducah Sun-Democrat, Nieman Fellowship scholar at Harvard, urged the re-arrangements and departmentization of news, with more attention paid to local news, features, and pictures, than just filling the columns with syndicate material.

### *Paxton Favors Departmentalization*

Mr. Paxton favored a departmentalization of the news with less dependence on headlines to attract or "confuse" the reader; more selective wire service, more local news and the consequent employment of more local reporters and feature writers.

Of especial interest to the editors and publishers was Mr. Paxton's address as he is the only Kentucky newspaper man, to date, who has been awarded the Nieman journalism scholarship. The scholarship, given annually to a selected group of newspapermen throughout the country, carries with it the privileges of one year of study at Harvard University on any subject in which the recipient is interested.

"I believe, after reading my own newspaper objectively for the past year, that we give too much leeway to headline writers," Mr. Paxton said. "In order to secure a balance in heads which we have

been taught is desirable we often have headlines that are incomprehensible — that mean little to the reader. Why not have a general heading, 'local news' on the left hand side of the front page? If Mrs. Smith has murdered her husband, instead of using a long complicated, albeit sensational head, why not write, 'Smith murder?' Everybody will know what it's all about."

The speaker advocated rewriting all wire copy in each local office, discarding all credit lines. He would combine the several different accounts of the effect of the "German putsch" from the several different countries in one short story. He would avoid the "jump" or continuing a story on another page. In the daily paper he would summarize and digest the news in much the same manner as the weekly news magazines present their material.

Mr. Paxton said he believes a saving could be effected with no loss in reader interest by using fewer comics and fewer fillers of "boiler plate" material and fewer syndicated columns.

He emphasized the point that the money thus saved should be put back in the paper by employing more local reporters, feature and editorial writers.

"Almost every National event has a local angle that should be covered intelligently," Mr. Paxton said. "A National story on rural electrification calls for a local story on the extent of rural electrification in your own county and what the farmers think about it. This would be of more interest than the canned information about gardens or ice hockey in a foreign country."

Before his speech Mr. Paxton answered questions about his year's study without term papers and without any "checking."

At the conclusion of his speech, Mr. Paxton invited the K. P. A. to Paducah for next summer's convention. Vance Armentrout, Louisville, chairman of the resolution committee, expressed appreciation to Mark Hardin, resident manager of Cumberland Falls State Park, and to the Corbin, Williamsburg and London newspapers for the hospitality and entertainment offered the association.

The Bardstown Kentucky Standard was awarded the prize for outstanding job printing.

President Underwood's address will be printed in the July issue of the Press.

Many of the convention delegates stopped at London Thursday afternoon where they visited and inspected Levi Jackson Wilderness Road State Park. Editor Russell Dyche of The Sentinel

Echo, London, and Mrs. Dyche entertained with a reception at the park that afternoon. Friday the ladies of the press were taken on a tour of the beautiful homes and gardens in Williamsburg, and were guests of Mr. and Mrs. H. A. Browning of Williamsburg at a luncheon at the Gentry Hotel.

#### Contest Prizes Awarded

##### In 1939 Competition

The Union County Advocate, Roy M. Munford, publisher, and J. Earle Bell, editor was awarded first place in the All-Around Newspaper contest by Prof. Victor R. Portmann, chairman of the 1939 contest committee. Tyler Munford received a silver fruit bowl as a trophy from the Lexington Herald-Leader.

Second place certificate in the contest went to the Lyon County Herald, Eddyville, Gracean Pedley, editor. The Providence Enterprise, J. Lamarr Bradley, editor, was given third place certificate. Honorable mention went to the Morehead Independent, the Shelby Sentinel and the Shelby News.

The Courier-Journal silver-tray trophy for the best news story was awarded to the Somerset Commonwealth, Mr. Joplin, editor. Certificates were awarded to the News Democrat, Carrollton, Mrs. R. G. Smith, editor, and the Kentucky Standard, Bardstown, Elizabeth Wathen, writer. Honorable mention was accorded the Hardin County Enterprise, Elizabethtown, Wesley E. Carter, editor; the News Journal, Campbellsville, Jody Gozder, editor, and the Lyon County Herald.

A leg on the Ben Cozine Memorial Cup was won by the Tri-City News, Cumberland, J. P. Freeman, editor, in the best editorial page contest. Permanent possession of the cup will be given to that newspaper which has won three legs. Second and third place certificates were awarded to the Lyon County Herald and the Morehead Independent, William Sample, editor. Honorable mention went to the Union County Advocate and the Providence Enterprise.

The second name to be ascribed on the Enoch Grehan Memorial plaque which was established last year by the University of Kentucky was the Shelby News, Wade McCoy, editor, for the best editorial. Certificates were awarded the Lyon County Herald and the Paintsville Herald, Walker Robinson, editor. Honorable mention was won by the Pineville Sun, Herndon Evans, editor, the News Democrat, and the Morehead Independent.

The Kentucky Post, Covington, silver

bread-plate trophy for the best front page was awarded the Shelby Sentinel, Daniel O'Sullivan, editor. Certificates were presented to the Union County Advocate and the Shelby News. Honorable mention went to the Providence Enterprise, the Kentucky Standard and the Morehead Independent.

Winners of the \$5 prizes for the best advertisements were Lyon County Herald, Union County Advocate and the Kentucky Standard. Certificates went to the Somerset Journal, the News Journal of Campbellsville, Lyon County Herald and the State Journal of Frankfort, Robert Simpson, editor.

Prof. Lester Getzloe of the School of Journalism of Ohio State University was contest judge. Members of the K. P. A. contest committee besides Professor Portmann are Carl Saunders, Kentucky Post; Mr. Simpson, Joe La Gore, Sun-Democrat, Paducah, and Flem Smith, News, Georgetown.

Our ideal when we go out to get a new reporter is a young married woman between twenty-five and forty, who has a college education and possibly has taught school before marriage. Such a person has a good background for reporting. She has an interest in people, usually likes to write, and often has some time on her hands.

We play up the hobby angle of it. One young married woman who has reported for us several years owns several Central Illinois farms, and her husband has control of thousands of acres. Her monthly checks from us won't average more than \$8. Yet she is one of our most faithful and capable reporters.

We seldom go wrong when we get the college-trained, former teacher—and they are easier to find every year as colleges turn out new graduates.

Our entire approach is to report and become a part of the sociological make-up of our territory—to give the reader something he likes and can't find anywhere else. Our aim is to originate new ideas, staff them until they are established, then let the state reporters keep them going while we go on to other ideas.

One test of whether an idea is worth saving is the response the state reporters make to it. They are close to the readers. They know what the readers think and say. When they gradually pick up the new developments, we feel they are reflecting the reader's viewpoint. Our job is to develop the ideas.

—New York Press

# The Kentucky Press

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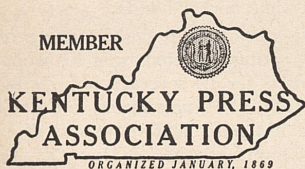
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### Your Country Correspondents

By H. CLAY TATE, State Editor,  
Bloomington (Illinois) Daily Pantagraph

While written primarily for semi-metropolitan dailies, this article on handling country correspondents has so much of worth for smaller newspapers that it has been condensed for readers of The New York Press. Incidentally, Editor and Publisher, in which Mr. Tate's article appeared originally, is a newspaper man's magazine that ought to be taken by every publisher who expects to keep in touch with what is occurring in the American newspaper world.

A glance through newspapers of forty years ago will remind almost any editor how little progress has been made in country correspondence. Items published then are strikingly like items today.

Those items were news forty years

ago because communication had not developed to present standards. But today, when it is more unusual for Mrs. John Smith to go to church on Sunday than to make a weekend visit with friends in an adjoining town, editors should begin to think about country correspondence.

We on The Pantagraph have established a strict time limit on news. On routine items we allow three days from the time the event occurs until it reaches our office. Items older than that are discarded. It causes bad tempers on the part of readers occasionally, but no permanent ill effects have been noted. Spot news, of course, is telephoned, and the three day limit allows time for mailing routine news.

A second step has been to eliminate the one-day visit and the routine weekend visits within the state. We feel that nearly every family in our territory either entertains guests or visits almost every weekend, and that such events today are no more news than the fact that the Smiths had ham and eggs for breakfast.

We found to our surprise that there was little objection to this move. It developed that the average community reporter wrote personal items about her immediate circle of friends and that many residents resented seeing names of these people in print while their own were left out.

By now the average editor probably is wondering if we have concluded that names are not news. Far from it. We simply try to present names in new and interesting ways. In fact, we tell our country correspondents, or state reporters as we call them, that it should be the aim of each to get the name of every person in their respective communities in the paper at least once a year; oftener if possible.

One enterprising reporter wrote a feature story about the widows in her community. Then she produced a top-ranking story on nicknames that brought her correspondence from a dozen states. She took an imaginary airplane trip over the country, visiting former hometown residents in their present homes. Next she wrote a breezy article about the community's eight bachelors, hinging it on the approach of leap year. She even wrote a story any editor would use on the town's dogs, past and present. Names are used by the score in all these stories.

In this way we feel we are satisfying local desire for names in print, as well

as presenting reading matter of interest to every subscriber wherever he may live. We want every reader to be interested in every news story we publish. We stress news, therefore, of territory-wide appeal and try to dress it up to bring out that appeal.

We use names of those present at various social functions exclusive of the organized clubs where the same membership meets time after time. Social news from the territory is given the same treatment as local social. In fact, the into the various departments, such as social, home and community, sports, agriculture, business, and industrial. A Saturday social layout is devoted entirely to territory social events and most of the news on the page is from territory towns. But state social is sprinkled in with local every day of the week.

As a result, the amount of so-called personal news—which, in effect, is a string of short miscellaneous items under a town heading—has been reduced. On the other hand, the number of special dateline stories carrying headlines has increased sharply. This is a break for the advertiser. People read through the paper.

Of course, we realize the importance of pictures in the news. Many of our state reporters are equipped with cameras. But we supplement their work with staff coverage.

A staff man produces a feature picture page every Saturday. Subjects in every case are selected with local interest as well as general reader interest in mind. We also publish a feature page every Saturday. Every line of material is about people, institutions, or incidents in our own territory. Almost every article is illustrated with one or more pictures.

Once a week we send a staff man through some section of our circulation area with a camera. He gets pictures of interesting subjects found while covering specific assignments. The pictures are published once a week under the heading, "Along the Road." Another popular picture feature is called "Central Illinois Homes of Today." Once a week we present interior and exterior views of one of the better homes in our territory. It may be a four-room cottage or a fifteen-room mansion; but in either case it represents good taste and judgment on the part of the owner in design and arrangement.

Still another method we have developed to present names in an interesting manner is a feature we call "Of Human Interest." Several of our county seat

reporters bring in incidents of general interest that might not be included in straight news. For instance, in one day we had excellently written articles on a tramp at the back door, moving day, and Santa Claus. All, of course, were based on actual experiences in our territory.

These three features, "Along the Road," "Central Illinois Homes of Today," and "Of Human Interest" are presented each Monday. Every state editor knows that Monday is a bad day for live news. That is when we offer the features of general appeal.

The same thing is true, to a degree, on Saturdays. We chose that day to present the territory social layout, the feature page, and the picture page. The reader thus feels he is getting something for his money.

We carry on a constant program of education for our state reporters. The Pantagraph publishes a house organ monthly, and we try to take some new thought or suggestion to the reporters in every issue. We tell them what kind of news we want, point out good work of other reporters, suggest what would make good pictures, and list the common mistakes they make. It has done a great deal of good; the copy is improving constantly.

When we contract for a new state reporter, we give her the most complete information possible as to what is expected. We usually let her work long enough to learn intelligently what she doesn't know and to decide whether she really likes the work. (We find that if a reporter holds on for a month or two, she is likely to stick.) Then we have her come into the news room for a day and sit in with the state copy-reader. She gets first-hand knowledge of mistakes she and others make and sees just how much trouble her carelessness makes. We have found this works better than a general school for reporters that we formerly held. There is value in the school, however, as a method of creating common interests and a spirit of cameraderie.

Bylines are given freely when work merits them. We find it pays. Occasional bonuses are given, and we never miss an opportunity to write a note of praise to the reporter who has done good work. Conversely, we call attention to mistakes, but usually try to find something good to say in the same note. Straight, harsh criticism doesn't work with reporters who are not professional and are making not much more than

pin money for their labor.

About ninety per cent of our reporters are women. Except in a few cases we find them better news getters in small communities than men. About fifty per cent of the reporters have had some college work and we seldom contact a new reporter who has not had at least two years in college.

\$\$ Puller--In several towns with two or more newspapers, the papers exchange names of deadbeats who do not pay their paper bill. The rule is that a deadbeat subscriber cannot get any newspaper until he has paid up his arrears on the one for which he owes. Such cooperation never means the loss of a good subscriber, but it prevents deadbeats from switching from one paper to another. This plan is easiest to use in a medium-sized or small town.

#### *Serving Advertisers*

FROM CANADIAN WEEKLY NEWSPAPERS ASSOCIATION BULLETIN

All weekly publishers are eager for more national advertising. It is good business to get because it is easy to handle and gives tone to the paper. We all know it hasn't been easy to get these last few years. This being so, it behooves us to do our part to retain it when it does come.

Recently we were called to the office of an advertising agency to view a number of checking copies of weeklies used in a large advertiser's campaign. Some of the reproductions of the ads were bad; others were fair; only a small percentage were good. Inking was abominable in many instances, and lack of make-ready and proper impression caused the advertiser to lodge a general complaint and insist on make-good insertions in a large number of cases.

Put yourself in the advertiser's shoes for a moment. He pays copy writers and engravers good money to get up attractive advertisements. He pays you to print them -- all for one purpose -- that he may sell more goods. If the plates appear in the paper half inked, smudgy, or without the necessary impression to give a clear printing, your customer does not get what he pays for and feels his money has been wasted.

He thinks, quite properly, that he is entitled to a quality product, precisely as you expect when you buy goods at any store today. If you don't get full value for your money, you go elsewhere. That's exactly what national advertisers will do unless we give them proper reproductions of every advertisement sche-

duled.

Appreciating the advertiser's viewpoint and realizing how hard such business is to get these days, we urge all members to watch their step and give special attention to see that national advertising is properly printed. Unless it pleases you, it is not likely to satisfy the advertiser.

#### *Tuthill Publicizes Correspondents*

Condensed CIRCULATION MANAGEMENT

A good publication is the best foundation for getting and holding circulation. On smaller-town daily and weekly newspapers, no other feature is a better circulation-getter than good correspondence from outside communities.

John T. Tuthill, Jr., publisher of four New York State weekly newspapers, finds it pays to publicize his staff of correspondents. He runs a picture of each correspondent and a brief "sales story" along with the headline. Example:

*Holbrook News*

by

*Charlotte Jones*

*who lives on Patchogue Road, Holbrook. Ambitious young lady always on the alert for items for her column. Her telephone number is Ronkonkoma TEFC.*

Mr. Tuthill also prints feature stories from time to time about his correspondents, together with their pictures.

"We believe this method of publicizing our news-gatherers not only helps the correspondents themselves to become better known in their communities," Mr. Tuthill says "but that it is good for circulation also. The more familiar the people in our area are with our correspondents, the more likely they are to introduce themselves and say, 'I would like to subscribe.'"

Another circulation-building idea Mr. Tuthill uses is this: Each week in his newspaper he prints a *Roll of Honor*, listing names of new subscribers. This not only keeps the subscription idea constantly before those who do not already take the paper, but starts off the new subscriber with a feeling of good will toward the newspaper.

\$\$ Puller--Create interest in your town by bringing out the "bests" in it. A costly prize is not necessary; a certificate is sufficient. An award for the best gardens, best citizen, best snapshot, best poem, or best book review creates a lot of interest. Sometimes these contests bring out hobbies that are material for good feature articles.

§§ Puller—Do's and Don'ts for Classifieds—Have only the first word or so of the ad capitalized. Do not permit abbreviations. They are apt to reduce results by discouraging readers. Offer a selection of words and phrases to eliminate similarity in ads. Limit your classification headings and subheadings to as few as possible. They are apt to confuse readers and take up unpaid space. Make your minimum requirement at least three lines. If your advertiser requires only three words to present his message, have your compositor center each word on a separate line. See that the same ads, word for word, do not run each week. They lose their effect this way, and should be changed occasionally even if they are only re-worded. Be courteous. The advertiser who purchases space for a thirty-cent ad today may be buying space at a cost of thirty-dollars-an-issue a year from now. Hold your deadline open as long as possible. If you fail to take an ad today, the article may be found tomorrow and an ad for next week lost. Avoid errors, especially in telephone numbers, prices, or street addresses. Send bills promptly. Prompt billing means prompt payment. Have your cash price less than if the advertiser charges it. This is an inducement to pay. If they pay within a certain date, allow a discount on the charge price, making it midway between the cash price and the top price.

—New York Advertiser

§§ Puller—Probably your business is like that of the average specialty or department store. Your customers don't buy all your services. Try enclosing a series of folders, blotters, or cards, listing or describing your various services, with every package, invoice, or statement. They'll serve as reminders of services your good customer may not be using, and will produce extra business from regular customers.

§§ Puller—The first warm days of summer make June an important month for hot weather fashions, fabrics and furnishings, as well as summer complexions, beauty care, and vacation equipment. Clearance sales for getting stocks in condition for the "Half-Year" sale in late July, or advance sales in winter goods, are in order during June. Also important is the June bride, who will want gifts, travel needs, and housewares.

§§ Puller—Plan a banner refrigerator month for some merchant during June. Determine a popular weekly payment plan. Fur and rug storage items also

should be pushed for their last month of important business. Small daily fill-in ads will remind customers to store furs.

§§ Puller—Customers outfitting summer cottages will respond to ads for low-priced items — glassware, china, linens, cots, and bedding. This is a good time to feature a page of ads for "hot weather essentials," which might range from beverage sets, porch shades, and ice cream freezers to electric fans, beach chairs, and toiletry aids to summer beauty.

§§ Puller—A women's church organization in a Western town was the staff for one issue of a weekly newspaper. The women furnished a complete staff, including business, advertising, circulation, and reportorial departments. Their pay was a percentage of the receipts. An arrangement of this sort not only shows the women the inside workings of the newspaper, but also creates a news consciousness that results in future news for the paper, and possibly an increase in subscriptions.

§§ Puller—Here is a plan to build up your subscriptions as well as your classified advertising through the aid of your subscription solicitors. Print up consecutively-numbered cards, each of which is good for one free classified ad. With each subscription give one of these cards. Watch your circulation increase and your percentage of regular classified users rise.

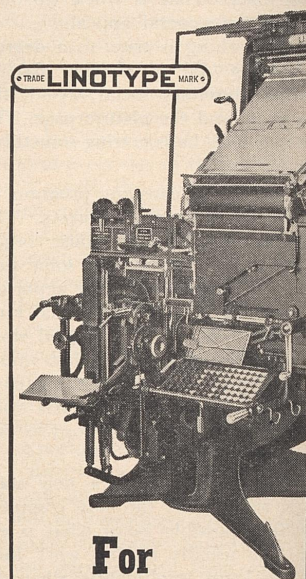
§§ Puller—Every person enjoys seeing his name in print. Keeping this thought in mind, you might mail marked sample copies of your paper to non-subscribers when the issue contains a news item or article of particular interest to that person. A small sticker attached in the corner will effectively convey the following message: "You will be interested in the item marked for your attention on page 00 of this issue."

§§ Puller—Publishers cannot be too vigilant in handling advertising and protecting readers against frauds. A newspaper recently received a letter from a person in a neighboring state on hotel stationery and with money enclosed to cover cost of an enclosed ad. The ad was turned down by one paper, but was run by a competitor. Two days later a post office inspector reported that a man, then in his office, had answered the ad and had met the advertiser, who was identified as a person whose picture had appeared on post office warnings and is now under indictment for mail fraud.

§§ Puller—If you haven't found a use for the ears on your front page, perhaps

highlights in the week's news or a weather forecast is the answer.

&& Puller—Get the last issue of your mat service out. Read it in terms of your community. Make layouts and prepare copy, complete with illustrations and merchants' names. Search exchange papers for other ideas. After you have done this, call on the merchants for whom the ads were drawn up. Watch your advertising linage take a jump.



## For Profits' Sake —BLUE STREAK

These new Blue Streak Linotypes are wonders for flexibility. They leap from one job to another with the agility of a trapeze performer.

Work that you had never thought of "keyboarding" before, goes to the Blue Streak as naturally as straight text matter. And it's set with the same saving of time and cost.

Linotypes can set more of your newspaper and they can set it better. They enable you to compete for job work with the toughest of them . . . and still make money.

Modernize your plant the Blue Streak way for extra profits.

# LINOTYPE

Linotype Memphis Family and Bookman

The following considerations and tests may be used as a guide to the value of special pages. They were first presented to members of the Louisiana Press association by Bruce McCoy, manager of that association.

Special pages, if and when used, should be timed carefully to appear when the regular run of advertising is light.

Avoid building a special page which appeals primarily to merchants and business houses which would ordinarily run their own ads anyway.

Probably the ideal special page is one which delivers a logical selling message exclusively for the irregular or non-advertising business houses which can be inserted in an issue otherwise very light in advertising.

The special page should have a constructive purpose. It should have sound prospects of selling merchandise, services, or real good will for every business house which buys a space.

When an individual or firm takes space in a special page solely to avoid the danger of creating ill will by staying out, then there is something radically wrong with the special page.

It is perfectly true that every community has its quota of firms which will fall for "sucker" ads and refuse to spend one penny for any really constructive merchandising copy. But it is also true that the extensive use of "sucker" pages will gradually undermine public confidence in the value of advertising. If we really want to ride two horses at the same time, maybe most of us would do better by trying to get a job in a dog and pony show.

Special pages are something like hard liquor. A little bit now and then may act as a swell tonic. Too much of it causes permanent damage and some perfectly awful hangovers.

The second Model 33 Linotype has been added to the efficient composing room of the Louisville Courier-Journal. An All-Purpose Linotype, completely outfitted, was installed in the office of the Publisher Printers, Louisville. This is the first APL to be purchased in Kentucky, according to Charles Blanchard.

H. P. Summers, commercial printer and former publisher of the Smith's Grove, (Ky.) Times, died at his home in Clarksville, Tenn., on June 4. Burial was at Bowling Green.

Charles O'Connell, 68 years old, native son and former newspaper man of Mt. Sterling, died early this month in Washington, D. C. At one time he published a paper in his home city called "The Free Lance." In recent years he had been employed in the Government Printing Office.

Newspaper friends of Lieutenant Governor Keen Johnson, publisher of the Register, Richmond, rejoiced to learn that he was uninjured when the speaker's stand collapsed at Shelbyville a few minutes after his opening speech for his candidacy for governor. Joe Robinson, publisher of the Central Record, Lancaster, and state senator, suffered a broken hip in the accident, but is said to be in fair condition after an operation at the Boyle County Hospital, Danville. His many friends wish him a speedy recovery. All persons injured in the collapse of the stand are held out of danger.

Three complete pages were devoted to informative articles concerning the various business firms in Wickcliffe in a recent issue of the Ballard Yeoman, E. W. Wear, editor.

The Beaver Dam Messenger's office was broken into recently and \$5.25 was taken from the cash drawer. Editor Embry said that the circumstance was unusual in that a newspaper office is seldom robbed . . . Our theory differs from Mr. Embry . . .

The Pikeville News, Charles E. Grote, editor, issued a splendid sixteen-page cooking school edition when the NEA film was shown in that city.

Editor E. Russell McClure has joined the ranks of progressive editors in changing the Henry County Local, Newcastle, to a seven column, 12-em page. Congratulations!

Editor H. J. Lacy has adopted the progressive 12-em column for the Owingsville News-Outlook and will increase the width of his pages to seven columns in the near future.

The West Kentuckian, Murray, has added a night force to its staff on Thursday press nights so as to permit copies to reach the subscribers 24 hours in advance of previous mailings and for material advantage to the advertisers, according to Editor O. J. Jennings.

The annual meeting of the Boosters Club, correspondents for the Jeffersonian, Jeffersonstown, was held at the home of its president, Mrs. E. T. McAfee, early this month. Year book readings by the members and "graduation" exercises were held for members who had finished the course in journalism as offered by C. A. Hummel, editor. The Jeffersonian has a wide-awake and progressive group of active correspondents.

**EXCHANGING ADVERTISING FOR CARTOONS**

The secretary-manager of the Virginia Press association reports that while he was in New York recently he was shown a list of newspapers that are running patent medicine advertising in exchange for cartoons. The agency boasted that it was able to place such advertising at considerably under the regular rates through this "swap" plan. He comments that as long as newspapers exchange advertising space for comics and other features, just so much harder are the efforts to sell paid advertising for newspapers.

**ANALYZE SUPREME COURT DECISION ON HANDBILLS**

In the case of Lovell vs. Griffin of Georgia, the United States Supreme court some weeks ago declared unconstitutional a local ordinance forbidding the distribution of handbills. Immediately the question arose whether all such ordinances and regulations were void and of no effect anywhere in the United States.

The American Municipalities association decided to make a study of both the decision and its possible application to other cities. A recently issued pamphlet discusses the matter in detail. The conclusion is reached that if properly drawn, particularly with respect to litter on the streets, ordinances regulating handbill distribution will still stand the test of the courts, including the highest court in the land.

Seventy-nine years of community service is a splendid record for any newspaper and the Press congratulates Editor J. T. Howard and his community on its anniversary when Volume Eighty, Number One, was published on June 2.

**BUSINESS DIRECTORY**

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ED WEEKS

# Pretty Tough For Taxpayers . . .



In writing to members of Congress, the Tennessee Taxpayers Association stated that the taxation of privately owned electric service companies had been the revenue mainstay of 93 of Tennessee's 95 counties.

If deprived of this tax revenue, the Association declared, the only alternative would be a heavy increase in the tax levied upon homes, farms and other private taxable property.

Among all property owning classes in Tennessee there is a rapidly growing realization that the TVA enterprise gravely threatens to put a heavy burden on everyone thrifty enough and able enough to acquire a little property.

Citizens of Kentucky municipalities who may be flirting with a government electric power Santa Claus should investigate the Tennessee tax situation.

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**Kentucky Utilities Company**  
Incorporated  
and Associated Companies

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